

FEBRUARY 2012

CheckUP

We're Protecting the Polar Bears

Find out how,
page 4



Pay It Forward

Going above and beyond is becoming a more noticeable part of our culture



Our employee forums are nearly complete, but I would like to share one more story that came from a forum held specifically for cancer services colleagues. A nurse was caring for a patient who was concerned about the appearance of her hair, so she bought the patient a \$3 hair brush. When she told the story during the forum, our president and chief executive officer Ron Swinfard, MD, pulled \$5 from his pocket and gave it to her.

The nurse accepted the money— but quickly passed it to another colleague who chairs a cancer charity so it could help another patient. What a great example of the

compassion inherent in our health network! On page 8, you can learn more about what's happening to our culture that makes our mission possible.

One reason I want to share this story is because it exemplifies the concept of paying it forward. The nurse did just that on the spot. It was a gesture that came from the heart and is a shining example of how colleagues go above and beyond without thinking twice. These kinds of things happen all the time. There are several excellent examples in this *CheckUp*.

Our “Go Green” teams (page 4) are going above and beyond for our environment and future generations by reducing the amount of waste our health network produces. Members of our Camp Red Jacket team (page 11) are going above and beyond for children with diabetes by hosting a free day camp each year. Comprising colleagues from our health network, as well as Sodexo and Crothall, these teams show it takes collaboration to truly make our mission possible.

The second reason I want to share this story is because it shows openness leads to change. By simply sharing a story about a hair brush, a cancer fund for patients gained \$5. Other colleagues who recently engaged in meaningful conversations also saw results. For example, the story on page 7 outlines a new service that started because colleagues weren't afraid to ask about health insurance for retirees. Plus, your conversations soon will lead to parking improvements at Lehigh Valley Hospital–Cedar Crest.

Your passion to pay it forward and to go above and beyond is a consistent theme across our health network. As our culture fosters even more open and honest communication, it will become impossible not to notice.

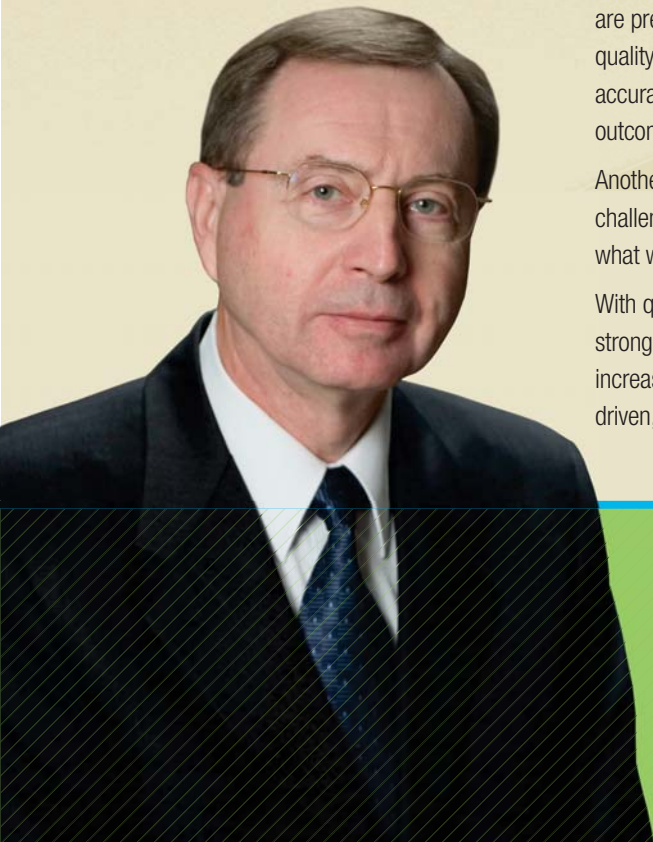
*Terry Capuano, RN
Chief Operating Officer*

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Our Newest Leader

William Hecht is elected chairman of our Board of Trustees



William Hecht says one definition of “leadership” is the ability to help people accomplish things they wouldn’t have been able to do on their own. It’s a skill he learned as chairman and chief executive officer (CEO) of PPL Corporation, a position he held for nearly 14 years until his retirement in 2006. Now Hecht is using his leadership skills as the new chairman of Lehigh Valley Health Network’s Board of Trustees.

A member of our board since 1996, Hecht succeeds J.B. Reilly, who resigned both as chairman and a board member on Dec. 31, 2011, to focus on an Allentown development project. “J.B. was a great asset to our health network,” Hecht says. “He instinctively knew how to tap the skills and expertise of each trustee. That’s the role of a chairman—to create an environment in which each trustee can contribute.”

During Hecht’s tenure as chairman and CEO, PPL grew from 1 million customers in Pennsylvania to more than 5 million customers on three continents. He also learned to recognize leadership qualities in other people and organizations, and found strong leadership at Lehigh Valley Health Network. It’s what attracted him to the board. “Our health network’s leadership is stronger today than ever before,” he says.

Hecht believes leadership will be increasingly important as we face health care reform. He says we are prepared to face reform’s challenges because of our commitment to manage costs and enhance quality. “We’re going to see increasingly sophisticated methods of measuring quality so data is more accurate and available sooner,” Hecht says. “Health care networks like ours that produce the best outcomes are the ones that will grow, prosper and make the biggest contributions to society.”

Another ingredient in our recipe for success will be our ability to balance our achievements and challenges. “We should always take pride in the things we’ve accomplished, but be realistic about what we have to do,” Hecht says.

With quality leaders in place throughout our health network, Hecht is confident we will remain strong. “Lehigh Valley Health Network is one of the gems, not only of our Lehigh Valley, but increasingly, of the region,” he says. “It is a privilege to be a part of overseeing such a mission-driven, charitable organization.”

—Rick Martuscelli

**“OUR HEALTH NETWORK’S
LEADERSHIP IS STRONGER TODAY
THAN EVER BEFORE.”**

—WILLIAM HECHT

About Our Board

The Board of Trustees provides oversight of management, approves our yearly budget, and selects and evaluates the health network’s chief executive officer. It includes community leaders with experience and expert knowledge in areas such as higher education, business, technology, finance, human resources, medical science and government affairs. All of our trustees volunteer their time to serve on our board.

Topping Our Green Goal

You're helping our environment and making our health network stronger

RECYCLING—It's a win-win situation for our planet and health network. Every time you discard something in the proper container, you're doing something good for our environment, helping to protect the polar bears and helping our health network reduce costs.

By recycling, we avoid the costs associated with dumping waste in a landfill. The frequency at which you're recycling is quite impressive. "Our goal was to recycle 2 million pounds of waste in 2011," says waste reduction specialist Linda Zengen. "We exceeded that goal in September." As a result, we saved more than \$80,000.

Here's how we're making our health network greener and stronger:



The team approach

Each department is forming a "Green Team." Team members work with Zengen to ensure everyone in the department is recycling properly. They remind colleagues to recycle things like the paper that encases a new ream and the plastic lids that cover cafeteria food.



Sustainable surgeries

We once created four bags of trash and four bags of red bag (infectious) waste for each patient in the operating room (OR). Now we're recycling 85 percent of our OR waste. For example, blue wrap (the material that covers surgical instruments) is recycled by colleagues like Robin Gable to make synthetic decking and toys. We're also recycling plastic items used during surgery. The result: one bag of trash and less than one bag of red bag waste per patient.



Recycling made easy

We placed thousands of recycling bins at convenient locations throughout the health network. This helped us increase paper recycling by 20 percent. (Place paper in a blue bin.) We stopped serving bottled water at meetings. Instead, we're serving water in reusable pitchers and drinking it out of recyclable plastic cups. (Place plastic, glass and aluminum in a green bin.)



Managing meds

There was a time when pharmaceutical waste would go down the drain, literally. Not anymore. Now outdated medication from our hospitals and more than 50 Lehigh Valley Physician Group (LVPG) practices is being incinerated. Last year alone, this prevented more than 15.6 tons of pharmaceutical waste from entering our landfills and water supply. To lessen the amount of pharmaceutical waste we create, we stopped storing and distributing medication samples in many LVPG practices. Patients who need a sample are instead given a voucher from colleagues like Erica Reccek that is redeemable at a pharmacy.



Green offices

We're working with our office supplies company, Office Max, to reduce our carbon footprint at Mack Boulevard. Supplies are now delivered in reusable totes instead of cardboard boxes. We eliminated one delivery day per week to reduce carbon emissions. We're also using supplies that have limited packaging, and are biodegradable or recyclable. Some of these practices may be rolled out to offices network-wide. Currently 64 percent of all waste at Mack Boulevard is recycled.



Using the leftovers

The vegetable peels, meat trimmings and food scraps from the cafeterias in our hospitals and Mack Boulevard is sent for composting at the Rodale Institute Farm. Composting creates fertilizer that is used to grow the delicious fruits and vegetables served in our cafeterias and sold during our Farmer's Market.



We saw the light

We're using LED lights in new signs (like the ones recently installed on the Kasych Family Pavilion) and at Lehigh Valley Hospital—Muhlenberg's parking lots. Why? They last longer than fluorescent bulbs, provide better light and can be discarded in the regular trash. Fluorescent bulbs must be discarded as hazardous waste because they contain mercury. By using LEDs, we're cutting back on the \$1,500-per-month expense to discard fluorescent bulbs.

—Rick Martuscelli

Support for New Moms

New staff lactation rooms provide comfort for breast-feeding mothers

Lactation Room Locations:

- **Lehigh Valley Hospital–Cedar Crest**
6th floor, across from Pool Pavilion elevators
- **Lehigh Valley Hospital–Muhlenberg**
3rd floor, South Tower hallway between the elevators
- **Lehigh Valley Hospital–17th Street**
1st floor, across from yellow elevators
- **Mack Boulevard**
4th floor, near elevators



Resources and support—New mom Lizanne Galatis-Gazzo uses one of the new staff lactation rooms to express breast milk to take home for her son, Ethan.

Physician assistant Lizanne Galatis-Gazzo was overjoyed when her new baby boy, Ethan, arrived in May. After returning to work in August following maternity leave, Galatis-Gazzo wanted to continue providing breast milk for her son. She's been able to thanks to the new designated staff lactation room at Lehigh Valley Hospital–Muhlenberg. "It's so important to me to continue breastfeeding," Galatis-Gazzo says. "These rooms provide a calming, relaxing atmosphere."

"Many new mothers give up breastfeeding when they return to work," says LaDene Gross, RN, patient care services administrator. "They feel they won't have the opportunity or time to express breast milk at work." Staff lactation rooms are now available throughout our health network. They're part of a new policy developed to meet the needs of colleagues who are breastfeeding. The Breastfeeding Support and Resource policy includes the following conditions:

- ✓ **DESIGNATED LACTATION ROOMS**—These private, sanitary rooms are available at all three hospitals and Mack Boulevard (see exact locations above). Colleagues who don't have easy access to a lactation room may express breast milk in another comfortable location agreed upon with their supervisor. Colleagues who use lactation rooms are responsible for keeping them clean.
- ✓ **REASONABLE BREAK TIME**—Colleagues may take reasonable break time to express breast milk in a lactation room. The duration and frequency of the breaks are determined by colleagues and their supervisor. Colleagues may use paid time off (PTO) or unpaid time for time needed beyond their reasonable break time.
- ✓ **STORAGE**—Colleagues who use the lactation rooms are responsible for the proper storage of their expressed breast milk. Containers must be labeled with their name, date and time, and stored in personal cold packs.

This policy allows colleagues who wish to provide their infants with breast milk the resources and space to do so. "Breastfeeding benefits mothers and babies," Gross says. "Breastfed babies have stronger immune systems, and breastfeeding mothers have a lower risk for health problems."

Colleagues who are pregnant and interested in breastfeeding can take Healthy You prenatal and postpartum breastfeeding classes. For colleagues covered by Choice Plus, classes are reimbursable through our Culture of Wellness benefit. Call 610-402-CARE to register for these classes or learn more at lvhn.org/Pregnancy_care.

—Lauren Fetterman

Ready to Retire?

A new, free service will help you find the health insurance plan that is right for you



Coverage conversation—Spectrum Administrators' Mike Long helps Ruth Davis determine and find the health insurance plan that will best meet her needs after retirement.

Ruth Davis is excited. After a 42-year career at our health network, the director of medical staff services will retire in March. She and her husband, Richard, plan to spruce up the house, spend more time with grandchildren and just relax.

Before Davis bids us a fond farewell, she's taking advantage of a new, free service that helps retirees find health insurance. "There's a lot of information out there, and it's very confusing," she says. "We're lucky because we're covered under my husband's retirement plan. However, we're interested in getting information about supplemental and prescription coverage. This service will help."

Health insurance coverage after retirement has long been something colleagues have asked about. The topic came up again during the latest employee forums. "We're unable to provide insurance coverage to colleagues after retirement because it is very costly and would impact our ability to care for our community," says chief operating officer Terry Capuano, RN. "However, we have listened to colleagues' concerns and are excited to provide a new service to help them understand and secure coverage when they retire."

HERE ARE ANSWERS TO QUESTIONS YOU MAY HAVE ABOUT THIS NEW SERVICE:

Who is eligible?

The service is available to colleagues and their spouses who are nearing retirement or have already retired.

Who is providing the service?

It's provided by Spectrum Administrators, the part of our health network that helps groups and individuals explore and manage their health care and other insurance options.

How can it help me?

There is much to consider when choosing a health insurance plan after retirement. Are you eligible for Medicare? What is your health status? What can you afford? Based on your answers to these and other questions, this service can help you choose from dozens of plans that are available through all of the major insurance carriers.

What does the service include?

You'll meet privately with Spectrum Administrators sales executive Mike Long. He will collect required demographic and health status information, work with you to determine your needs, and identify and present options for coverage. You are never obligated to purchase the plans presented. However, if you decide to do so, he'll help you complete the necessary applications and support you through the purchase process and beyond. Long will serve as your personal liaison.

How do I schedule a meeting?

You can call Mike Long at 484-884-0521 or e-mail him at Michael.Long@lvhn.org.

—Rick Martuscelli

We Can Do It!

Our culture is transforming as we work together to make our mission possible

It's up
to each
of us.

Take a look around you. The walls and floors are the same. But look closer and you'll notice subtle changes. "We're building an organization that sees helping one another as important as helping our patients, families and community," says president and chief executive officer Ron Swinfard, MD.

Inspired by Swinfard's leadership and example, our health network is transforming—one conversation at a time—into a culture that is more open, inclusive and relationship-focused. According to the latest employee survey, it's precisely the culture colleagues desire. "Making deeper connections will emancipate our passion and give us the energy we need to provide breathless service to our patients and each other," Swinfard says.

The transformation came to life at the Sept. 18 Leader-to-Leader meeting. For the first time in our history, leaders were invited to bring a non-management partner. Participants paired up and explored their connection to our mission. It was a unique opportunity for the pairs to bond over each other's inspirational stories, says 6A's Carrie Johnson, RN, who attended with her supervisor, dialysis unit director Susann Groller, RN. "The energy was infectious," Johnson says.

The momentum continued to build through employee forums. The more than 5,000 colleagues who attended a forum between September and January (our highest total ever) were greeted by a new, more interactive, experience. Here's an overview of what we learned and a peek at what's next.

A TIME FOR SHARING

- **Connections**—Forum participants learned two new skills: to grow possibilities through "reframing" and grow relationships through meaningful conversations. To practice these skills, participants shared stories about being at their best and how to make that possible more often.

- **Transparency**—Participants openly asked senior leaders questions, rather than writing them on cards anonymously. Colleagues also submitted questions on Mission Central, our interactive website on the intranet (lvh.com). The questions were tough but fair. In some cases, they're already leading to change (read "Immediate Impact").
- **Accessibility**—As interest in the forums spread, sessions were added to provide more convenient times and locations for colleagues at Fairground Surgical Center, Health Network



Laboratories (HNL), Lehigh Valley Physician Group, cancer services and medical staff services, Sodexo and Crothall partners, as well as technical partners, our community Board of Associates and Patient-Centered Experience Advisory Council. “It meant so much that our CEO came to talk to us personally,” says HNL lab technician Katie Slabaugh. “We feel much more connected to the rest of the health network now.”

IMMEDIATE IMPACT

- Thanks to one colleague’s questions, several options to address growing staff parking needs at Lehigh Valley Hospital–Cedar Crest are being explored. Other questions resulted in a new benefits service. Colleagues can now meet with a Spectrum Administrators liaison to explore available health plans after retirement (see page 7).

WHAT’S NEXT?

- **A Summit will take place this spring** and bring together representatives from different departments, as well as people from other groups, to help formulate our fiscal year 2013 goals and strategic plan. Feedback from employee forums will be incorporated into this process. You’ll have an opportunity to share your stories and experiences as we prepare for the Summit.
- **Look for more details about the Summit in March’s *CheckUp*.** Meanwhile, learn how we’re preparing to meet challenges from health care reform by participating in “10 Friends, a Grill and a Mission” on The Learning Curve. You also can ask questions and see how colleagues are making our mission possible by visiting Mission Central.

The more you explore, the more you’ll discover the transformation—and possibilities—that Swinfard is excited about. “Our team already has incredible passion and dedication to our mission,” he says. “I can’t wait to see where that passion leads next.”

—Gerard Migliore



DO IT!

Quest for quality—(L-r) Marion Nihen, RN, Karen Gerlach, RN, Fran Miranda, RN, and their OB/GYN quality team colleagues have been working for several years to enhance patient safety and outcomes by revising its electronic medical record and quality assurance structure. It’s time-consuming and often frustrating, but the team refuses to quit. Instead, team members have pledged to complete their project and make a positive difference for our patients. The team’s rallying cry echoes our health network’s commitment to its mission.

Take Time to Remember

Each year
we honor
colleagues who
passed away

We rely on our colleagues daily, and we miss them when they're not here. When a colleague passes away, it can be difficult to fill the void. Each year, pastoral care holds a service of remembrance. These are the colleagues who were included this year.

—Amy Koch



'Ernie's home!'

Ernesto "Ernie" Rivera made this declaration each time he walked into work as a support partner at Lehigh Valley Hospital—Cedar Crest's emergency department (ED). "Every day like clockwork, he walked in the door and that's what he said," says Rosie Rivera, who worked with Ernie for about 10 years. "He was always making us laugh." She notes they were not related, despite the same last name. With 24 years of service, Ernie was known throughout the hospital as a funny, outgoing

guy who would go out of his way to help patients and colleagues alike. While everyone knew he was dependable, conscientious and a real family man, those closest to him also knew he enjoyed gambling. "He loved his lottery tickets," Rivera laughs.

Ernesto Rivera, Lehigh Valley Hospital—Cedar Crest ED

Peacekeeper and problem solver

It was December 1969 when Brenda Kuncio, an administrative partner on the acute coronary care unit at Lehigh Valley Hospital—Cedar Crest, started to work for our health network. Just a few short months earlier she attended the most legendary music festival of all time—Woodstock. Forty-two years later she was still working here, and she was known to everyone as a peaceful, quiet person. "She was a calm, wonderful person with a great sense of humor," says her longtime colleague Ann Kuhns.

"She was married at 17 and had a close relationship with her husband. They doted on their grandchildren." At work, she was a problem solver and everyone knew she was the one to go to if they needed help.

Brenda Kuncio, acute coronary care unit



Singing in the rain

Nancy Dimler loved the rain. A technical partner in the ambulatory surgical unit at Lehigh Valley Hospital—17th Street, she was happiest on rainy, dreary days. The reason? She loved to puddle jump with her grandchildren. A child at heart, she also looked forward to the Allentown Fair each summer and sledding each winter. Colleagues Lori Keller and Mary Bowers say her energy resonated with patients and colleagues alike. "She'd tell family members of a patient waiting for surgery to 'Sure, come join the party' when they asked if they could come in with the patient," Keller says. "She had a way of calming people down and making them laugh."

Nancy Dimler, ambulatory surgical unit





Service Star of the Month: THE CAMP RED JACKET TEAM



Cynthia Payonk, CRNP,
Kailin Slowick, CRNP,
Mary Cipolle, RN,
Joyce Najarian, RN,
Natalie Mangold, RN,
Diane Jones, RN,
Kathleen Brown, RN,
Phyllis Kutzer,
Leyna Ortiz,
Patricia LaSalle,
Carolyn Lamparella,
Wayne Stephens, Helwig
Health and Diabetes Center;
Sarah O'Hara,
Janae Weitzel,
Karen Conner and
Patricia LaSalle, clinical
nutrition

Nominated by Terry O'Neil

Ask John or any of the nearly 500 children who attended Camp Red Jacket if there is a program that comes close to providing the same experience for children with type 1 diabetes, and they'll tell you there isn't. That's due in part to colleagues from the Helwig Health and Diabetes Center and clinical nutrition department who take the time to make Camp Red Jacket a fantastic experience.

John had been managing his disease well. However, no one else in his school had diabetes. Tired of feeling different, he said he was "done with diabetes." That's when colleagues asked John to attend camp as a junior counselor. In this role, he would be a role model for other campers.

John attended orientation on Monday and left with a smile. On Tuesday, he quickly made a friend. "By the end of camp he was interacting with other counselors and campers," says Mary Cipolle, RN. "He even spoke at the closing ceremony and presented certificates to campers. It was a proud moment for John and his mother.

He is looking forward to returning next year."

In a fun setting, the free, three-day camp teaches children with type 1 diabetes how to manage the disease. It features games, sports, arts and crafts, as well as education about blood sugar testing, healthy eating, exercise, body image, self-esteem, and other skills needed for living healthy with diabetes.

It started 11 years ago thanks to a generous donation from Frank V. Loretti, whose step-grandchild has type 1 diabetes. Wanting to help other children with diabetes, Loretti approached our health network with the idea of starting the camp.

"I salute the dedication of our staff to help children with diabetes, as well as their passion to create friendships and provide a positive camping experience," says practice manager Terry O'Neil. "These children leave with a more positive outlook on managing their diabetes."

—Matthew Burns



Watch a video about Camp Red Jacket. Visit lvhn.org and click "Donate," "Events and Sponsorships," and "Camp Red Jacket."

Congratulations to Award Nominees

Charles "Bud" Sudhop, security
Emergency Operations Center Team

Health Spectrum Pharmacy Infusion Department

Jennifer Makovsky, surgical oncology, Lehigh Valley Hospital—Cedar Crest

Medical-Surgical Intensive Care Unit Staff

Sean Stuber, RN, 5T, Lehigh Valley Hospital—Muhlenberg

Bonnie Monahan, RN, transitional skilled unit

Things to remember when nominating a Service Star:

- Choose a colleague or a team of colleagues.
- Tell a story. Specifically explain how the colleague or team did something extra special.
- You don't have to provide direct patient care to be a Service Star. All colleagues and teams can be nominated.

To nominate a star, go to the intranet at lvh.com. Go to the "Find Fast" box and click on Service Star Nomination.



Take the Pledge

Distracted driving takes a significant toll on lives, and it doesn't just affect young people. The numbers are staggering. Six thousand Americans die each year in car crashes caused by distracted driving—and cell phone use is by far the greatest distraction. We started the Stop Texting public awareness campaign in the fall of 2010 to spread the message that distracted driving is deadly. We never imagined our community would embrace the Stop Texting message as much as it did. Organizations from throughout our region have partnered with us so we can continue to spread the word. Today, you can do your part to make our community safer. **Take the pledge to stop texting today at mcall.com/stop texting, and encourage everyone you know to do the same.**



The Wall

What our fans are saying

Sandra Loburak wrote on Dec. 23:

Love this picture (PICU mural). It's all of God's children!

Kelly Misino wrote on Dec. 22:

The gift shops have awesome stuff!

Sherri Markley Keiter wrote on Dec. 12:

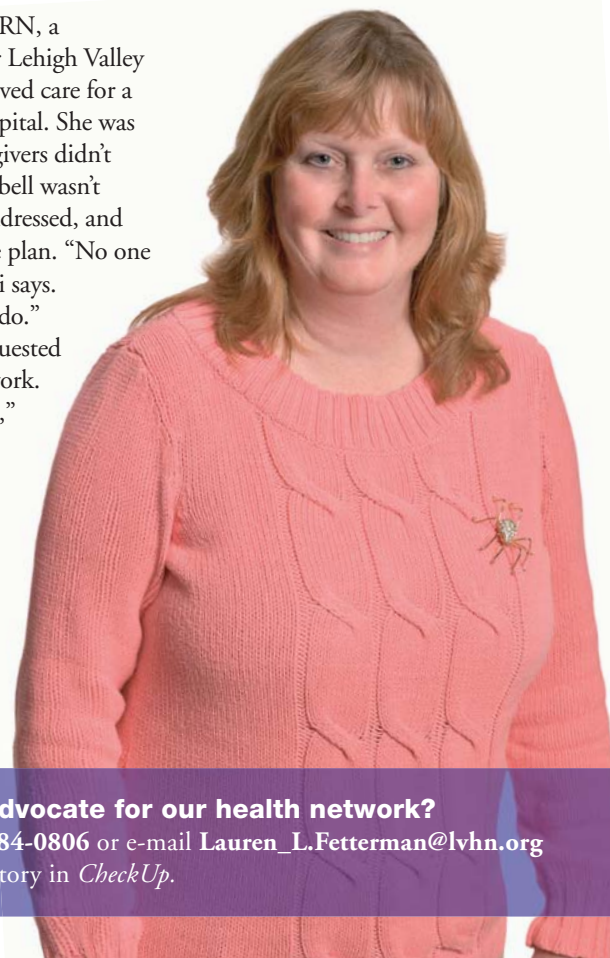
They (pediatric GI team) are the best and so are their staff!

Visit Mission Central every "Facebook Friday" to read what our fans are saying.

JOIN THE CONVERSATION
at facebook.com/lvhealthnetwork

She's an Advocate

Last year, Amy Wisniewski, RN, a telemedicine coordinator for Lehigh Valley Home Health Services, received care for a critical illness at another hospital. She was disappointed when her caregivers didn't identify themselves, her call bell wasn't answered, her pain wasn't addressed, and she didn't receive a discharge plan. "No one communicated," Wisniewski says. "I left not knowing what to do." Still not feeling well, she requested a transfer to our health network. "I was always kept informed," she says. "Doctors explained everything to me, and the nurses were professional, knowledgeable and caring." Now recovered, Wisniewski would recommend our health network to anyone. "The care is so much better here," she says.



Are you an advocate for our health network?

If so, call 484-884-0806 or e-mail Lauren_L.Fetterman@lvhn.org and share your story in *CheckUp*.

The Buzz in Our Community

- Our **Community Annual Meeting and Health Expo** was covered by 69 News (WFMZ-TV), Blue Ridge TV-13 News, Service Electric TV-2 News, WAEB-AM 790 radio, *The Morning Call*, *The Express-Times*, the *East Penn* publications and *Salisbury Patch*.
- In an article about the changing face of health care, *The Morning Call* reported on the various **Lehigh Valley Health Network** partnerships with other health care organizations in the region.
- *The Express-Times* reported on local employers' policies regarding **same-sex couple benefits** that are offered by our health network but not by some other local employers. A columnist also wrote an opinion about the story supporting our policy.
- The 11th annual Lehigh Valley DUI/Highway Safety Task Force's **Spirit-Free Mix Off** at Lehigh Valley Hospital–Muhlenberg was hosted by personalities from 69 News (WFMZ-TV), 100.7 (WLEV-FM), Blue Ridge TV-13 News and B104 (WAEB-FM). It was covered by the outlets that participated and *The Express-Times*.
- Our mother/baby unit welcomed the first baby of the new year. The little girl received instant fame from 69 News (WFMZ-TV), Blue Ridge TV-13 News, *The Morning Call* and *The Express-Times*.

—Matthew Burns

READ AND VIEW OUR NEWS

Go to lvhn.org/news to see news clips (updated monthly).

STAY INFORMED AT LVH.COM

Under "Network News," click on the stories that interest you (updated monthly).

A Guide to Our Care

Care for Concussions

Our new concussion and head trauma program diagnoses and treats concussions—traumatic brain injuries that affect how your brain works. Concussions are caused by a blow to the head or body during sports, an auto accident or fall. They can happen even if you haven't been knocked unconscious. Symptoms include headache, confusion, difficulty remembering or paying attention, dizziness, nausea, sensitivity to light or noise, and blurry vision. The program's concussion team includes physicians, nurse practitioners, nurses and physical, occupational and cognitive therapists.

To learn more, call 610-402-2300.



New Pediatric Pulmonologist

Pediatric Specialists of the Lehigh Valley welcomes our third pediatric pulmonologist, Michael Schwartz, MD. Schwartz cares for children with asthma, cystic fibrosis, bronchopulmonary dysplasia, chronic respiratory symptoms and other pulmonary disorders. Schwartz completed his fellowship in pediatric pulmonology at The Children's Hospital of Philadelphia. He is part of a pediatric pulmonology team that provides inpatient and outpatient services for infants, children and adolescents, including pulmonary function testing and sleep studies. Our health network is the only designated Cystic Fibrosis Affiliate Center, accredited by the National Cystic Fibrosis Foundation, in the region.

Gynecology Practice Joins LVPG

Lehigh Valley Physician Group (LVPG) is pleased to announce the addition of a new gynecology practice, Allentown Gynecology Associates at 1575 Pond Road in Allentown.

Andrea Waxman, MD, and certified nurse midwife Elizabeth Parr are available for all gynecologic needs and routine well-woman care. They also welcome adolescent gynecology patients.



Strengthening our Heart Care Services

Lehigh Valley Cardiology Associates has been caring for the people of the Lehigh Valley for more than 25 years. Now, its physicians will care for patients exclusively at Lehigh Valley Hospital–Muhlenberg. The practice's office is located at 2649 Schoenersville Road and can be reached at 610-866-2233. The practice also is closely affiliated with Lehigh Valley Heart Specialists. This merger raises our total number of network-employed cardiologists to 28 and strengthens our multi-specialty cardiology services for the people of Lehigh and Northampton counties and beyond.

We're NCCCP Again

Lehigh Valley Health Network's Cancer Center is one of only 30 sites nationwide selected to participate in the National Cancer Institute Community Cancer Centers Program (NCCCP). We were first selected in 2010, and our contract has been extended to June 2012. The health network will be submitting for an additional year extension until June 2013. This program supports an increase in the availability of clinical trials, promotes multidisciplinary services for newly diagnosed cancer patients, provides patient navigators to coordinate care with the cancer treatment team and decreases barriers to care for the underserved in our community.





Come to Kids' Safety Day

Everyone in our community is invited to this free event. You'll learn how to help children stay safe and discover the many services we provide to keep children healthy. At Kids' Safety Day, you can:

- Find a doctor
- Learn about our Children's ER
- Try Tumble Trak, a training tool that increases children's confidence in performing safe agility, tumbling and jumping skills
- Sign up for health network classes
- Tour a MedEvac helicopter
- Learn about distracted driving and pledge to stop texting while driving
- Win prizes for participation

Third-Quarter Core Bundle on The Learning Curve



The third core bundle of fiscal year 2012 will be released on The Learning Curve (TLC) in February and must be completed by March 31. The third-quarter bundle includes courses about The Joint Commission's 2012 regulations. Based on your job responsibilities, you'll be assigned the clinical, non-clinical or home care version of the bundle. When complete, you'll receive an e-mail with a link to review the new features available in TLC.

To access the bundle, click the TLC icon on your SSO toolbar. Your assignment will be listed in the "To Do" list on your learner home page. This is the third of four bundles that will be available in fiscal year 2012. Future release and deadline dates will be published in *CheckUp*.

Saturday, Feb. 25
(snow date Feb. 26)
10 a.m. – 1 p.m.
Lehigh Valley Hospital–
Cedar Crest
Kasych Family Pavilion

PRIDE in Our People



Reaching Out to Read

We celebrated the 10-year anniversary of the Reach Out and Read (ROR) program at our children's clinic by honoring our ROR coordinator Linda Konrad (right) and volunteer readers. Attendees heard a presentation from children's author Marisa de Jesús Paolicelli and received a copy of "Mommies and Daddies Are Nurses," a children's book written by colleagues Eileen Wasson, RN, and Angela Strausser, RN. Our ROR program began when retired clinic nurse Rosalie Maehrer (left, with volunteer Toni Johnson, center) volunteered to be our on-site coordinator. ROR volunteers read to children in the waiting room and stress to parents the importance of reading. Health care providers also give children 6 months to 5 years of age a book to take home at each well visit.

Visit From an Idol

Before his concert at the Crocodile Rock in Allentown, season seven American Idol winner David Cook stopped by our pediatrics department at Lehigh Valley Hospital–Cedar Crest to cheer up our youngest patients. Colleagues didn't pass up the chance to meet a rock star either.



Made With Love

Heart and Home Quilters Guild supplies our John and Dorothy Morgan Cancer Center with beautiful quilts for patients. The group is associated with St. Paul's United Church of Christ in Kutztown. Several times a year they mail or deliver the quilts to our infusion department, which in turn gives them to patients. Recently, cancer center colleagues (standing l-r) Darlene Matthias, Debra Seese, Cynthia Kohler and Jill Korn visited the quilters to say thank you and talk about how grateful patients are for the quilts. They are shown with quilters Karen Hoshour (kneeling) and Cathy Phillips.



Schedule

For more details on classes (including times, locations and costs), call **610-402-CARE** or visit lvhn.org/checkup.

Culture of Wellness

Feb. 1 and 22 – Car Seat Check – FREE!

Feb. 3 and 4 – Preparing for Childbirth, Friday-Saturday Class

Starting Feb. 6 – Baby Care Series

Starting Feb. 6 – Monday Morning Moms...Beyond Birth

Feb. 6, 8 and 16 – Postpartum Support: Understanding Emotions After Delivery

Feb. 7, 14, 19 and 27 – Adult Maternity Tours

Feb. 7, 14, 21 and 28 – Tuesday Teens, Preparing for Baby

Feb. 7 – “Raising Your Pre-Teen/Teen” Parent Workshop

Starting Feb. 8 – Preparing for Childbirth, Four-Week Series

Feb. 9 and 28 – Breastfeeding Baby

Feb. 11 – Preparing for Childbirth, One-Day Class

Starting Feb. 18 and 19 – Preparing for Childbirth, Saturday-Sunday Class

Feb. 19 – Sibling Maternity Tour

Feb. 20 – “Raising a Toddler” Parent Workshop

Feb. 21 – Corrective and Protective Skin Care

Feb. 25 – Baby Care, One-Day Class

Feb. 27 – CPR Family and Friends

Blood Drives

Feb. 8 – Mack Boulevard Auditorium

Feb. 17 – LVH-CC, Kasych ECC 9 and 10

Feb. 21 – LVH-M, ECC C and D

Healthy You Program Packages

Cardio-Strength Group

Healthy Aging Group Fitness

Mind-Body Group Fitness

Specialty Group Fitness

Youth Fitness Group and Sports Performance

Employee Discounts

February is LVHN employee

appreciation month at Allentown and

Bethlehem MP Nursing Apparel stores.

Get 25 percent off.

VALIC Social Security Seminars

Feb. 21 – LVH-CC

Feb. 22 – LVH-M

Feb. 23 – LVH-17

Visit valic.com to register and

enter one of the following codes:

LVH-CC seminar: 3773ALL11AO

LVH-M seminar: LVHBET11AL

LVH-17 seminar: LVHALL11AL

LVHN Recreation Committee Events:

May 13-19, 2012

Charleston, Sc. and Savannah, Ga.

Contact Diane Wienckowski

READ MORE PRIDE in Our People at lvhn.org/checkup.



Healthier Snacks for You

You took a survey and said you want healthier snacks in our vending machines. That's why healthier options such as nuts, meal replacement bars and pretzels were added. Soon, all traditional vending machines will offer 60 percent 2bU premium and healthy items identifiable by the Canteen's Balanced Choices logo. These snacks have less than 250 calories, 35 percent fat, 10 percent saturated fat, 350 milligrams sodium and 0 grams trans fat. Diet sodas, unsweetened iced teas and water will outnumber regular sodas. If you crave an occasionally unhealthy snack, the most frequently purchased item will still be available in the machines.

Inside the OR

Operating room (OR) colleagues showed off where they work and gave family members a glimpse of what happens in the OR during a recent open house. A hallway of OR suites was opened, and participants suited up in scrubs, booties and hats. They saw setups for neurosurgery, abdominal aortic aneurysm, open-heart and orthopedic surgeries. Educational activities were also available in Kasych Family Pavilion classrooms for young children who were not permitted in the ORs.



Uplifting Performance

It's never easy for a child to be in the hospital during the holiday season. Chelsea (center) and other patients in the Lehigh Valley Hospital-Cedar Crest pediatric unit had their spirits lifted when students from The Pennsylvania Classical Ballet Academy performed selections from The Nutcracker in the Kasych Family Pavilion. Nearly 100 patients, family members, visitors and staff enjoyed this special interpretation of the holiday classic. Chelsea was treated like a princess as she met with cast members after the show.

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HAPPY ANNIVERSARY

February 2012

35 Years

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Medical Records
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Linda Reinhard
Patient Accounting
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30 Years

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7T Medical-Surgical
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Operating Room
Linda McCarthy
Heart & Vascular
Center
Diane McHugh
Cancer Support
Services
Carol Pasieka
3A IPCU

25 Years

Thomas Andrews
Supply Dist. Svs.
Teresa Beers
Nuclear Medicine
Angela Deangelo
Gyn. Onc. Spec.
Deborah Knight
Accounts Payable
Debra Marakovits
Radiology
Edward Matos
Respiratory Care
Svs.
Marlene Pereira
NSICU
Michele Robinson
Wound Healing
Center
Elizabeth
Schaefer-Hassler
Diagnostic Radiology
Janice Schuler
Acute Coronary
Care Unit
Brenda Wisser
Information Services
Denise Wolst
Rehab Services

20 Years

Tracie DeCrosa
Interventional
Radiology
Margaret Deibert
Adult Transitions
Patricia Marth
LVPG Operations
Vicki Salsano
Fairgrounds Surgical
Center

15 Years

Jesulito Acance
PACU
Joseph Bedics
Engineering
Patricia
Chromczak
Muhlenberg
Primary Care
Susan Hecker
Transitional
Skilled Unit
Karolyn Igo
Medical Records
Rebecca Kollar
Express Admissions
Hollace Lewis
Healthworks
Sandra Pearl
Base Service Unit
Evamarie Poliquin
Diagnostic Radiology

10 Years

Frederick Ackler
LV Anesthesia
Services
Bruce Bobo
AV and Media
Services
Karen Bosga
Pharmacy
Nadja Davis
Nurse Staffing Office
Paul Dombrosky
Information Services
Donna Farley
7T Medical-Surgical
Christina Gogal
NORI
Jill Greco
Operating Room

Judy Harley
Obstetrics
Janice Marchak
Vascular Lab
Heather Moody
3A IPCU
Robert Muthard
Supply Distribution
Services
Ana Paulino
Hellertown Family
Health
Louise Rheiner
Operating Room
Rosie Ritter
Operating Room
Raenette Schneck
Volunteers Office
Kelly Shak
Trauma-Burn
Thomas Shubella
Internal Audit
Jennifer Smith
Float Pool
John Strohl
Courier Services
Laura Transue
Youthful You Institute

5 Years

Anthony
Adamkovic
Pharmacy
Patrick Barrett
6T Medical-Surgical
Kimrenae Beers
LVPG Accounting
Jennifer
Bergensstock
Radiation Oncology
Laura Berger
Patient Education-
eLearning

Mary Blawn
Pharmacy
Marc Breidenbach
Facilities and Const.
Ronnielee Brown
7T Medical-Surgical
Debora Chabak
Pediatric Rehab
Services
Manuel Colon
Information Services
Bolanle Dada
Hospitalist
Barbara Edwards
Cardiac
Rehabilitation
Anna Fernandez
Hospice Unit
Laura Finlay
Patient Accounting
Joanna Fluks
Patient Transport
Ashley Follweiler
Information Services
David Fronheiser
Infectious Diseases
Kimberly Gey
Emergency Services
Jennifer Graaf
Trexlerstown Medical
Center
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Patient Transport
Christine Herczeg
Crisis Intervention
Eileen Hoch
402-CARE
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Emergency Services
Kathleen Hutnick
Supply Management
Elie Jabbour
Pharmacy

Shawn Jodubar
Engineering
Kaila Jones
Adolescent Medicine
Bhavi Khant
Transitional Trauma
Unit
Margaret
Kornusko-Story
Community Health
Kevin Kulp
Information Services
Megan Lawrence
6K Medical-Surgical
Lynn Leclerc
Case Management
Deanna Lopez
Obstetrics
Mauri Madrak
Operating Room
Robert Mangano
Clinical Services
Sharon Marino
Cardiology
Anne McCullough
Float Pool
Veronica Mendez
OB/GYN Assoc. of LV
Debra Miller
Nursing Float Pool
Renee Miller
7C Medical-Surgical
Isabelle Muniz
Medical Practice
Center
Diana Munoz
Cardiology
Michelle
Musselman
Occupational
Therapy
Allison Nash
Operating Room

Sherry Palmer
Float Pool
Nancy Perez
Home Care
Melissa Peters
Neurosurgery
Jennifer Rader
Cardiology
Pamela
Richardson
Lehigh Neurology
Theresa Serano
Express Admissions
Unit
Trent Smith
Medical Staff
Services
Ethelene Span
Float Pool
Diane Tolaj
Emergency Services
RoseAnn Wargo
ABC Family
Pediatricians
Malissa Warren
Central Scheduling
Diane
Wienckowski
Clinical Social Work
Deadra Williams
Nursing Float Pool